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UNCLAS SECTION 01 OF 03 TAIPEI 003110

SIPDIS

USDOC FOR 3320/USFCS/EPS/OPPI/CAT/NHESSER/JRULAND
USDOC FOR 3132/USFCS/OIO/EAP/KZENS/ADESARRAN

SECSTATE FOR EAP/RSP/TC AND AIT/W

FROM AIT/KAOHSIUNG BRANCH OFFICE

E.O. 12958: N/A

TAGS: [BEXP](#) [ETRD](#) [TW](#)

SUBJECT: END-OF-SHOW REPORT: NEW PRODUCTS USA 2004,
INTERNATIONAL CATALOG EXHIBITION - KAOHSIUNG, TAIWAN,
SEPTEMBER 23-24, 2004

Summary

1. One hundred and fifty-nine American businesses received 555 trade leads as a result of their participation in New Products USA Multi-State Catalog Show in Kaohsiung on September 23 and 24, 2004. U.S. State participants were pleased with the high quality of the attendees as well as the event's organization and facilities. Seminars on commercial services, effective communication with US companies and promotion of US tourism held on the floor of the show greatly increased attendee interest and participation. This year's event provides valuable information on demand for particular merchandise from the southern Taiwan market. End Summary.

Analysis of End-of-Event Survey

2. Four states participated in the show: Florida, Georgia, Missouri and New Jersey, represented by personnel from their economic development agencies. On the End-of-Event Surveys, all State representatives indicated they were very satisfied with the service and assistance provided by Department of Commerce and the Commercial Section at AIT, Kaohsiung Branch.

3. Missouri and New Jersey stated that they "probably would" participate again while Georgia was neutral, marking "unsure". On the other hand, Florida thought the catalog show was not for the sophisticated Taiwan market and marked "probably would not" participate in the program again.

4. The following comments were written on the End of Event Surveys:

"Thanks a lot for the great help from U.S. Department of Commerce and Commercial Section at AIT, Kaohsiung office."

"Show traffic was much less than expected. May be catalog show is no longer suitable for the sophisticated Taiwan market. However, the show was very well organized. CS staff in Kaohsiung was very helpful and professional. Thank you all for your dedication!!!"

"Opening ceremony was very nice. Short seminars were also a good idea to attract a larger attendee group. Tourism presentations were also a nice addition and opportunity for states in the show as well as those not present. I think it would be beneficial for state partners to have country market briefings in each stop and one-on-one time with the SCO's/local office reps. This gives us good local insight to market that we can pass on to our companies. Local staff was very helpful and organized and made the show enjoyable!"

"Excellent support from the post, the local staff in terms of briefing, logistic support (i.g. Copying machine on site); etc"

5. International Trade Specialists Joe Ruland and Jennifer Harrington represented some 96 companies recruited by DOC from States not otherwise participating.

Initial results from State Representatives

6. The State representatives included their trade leads on the End-of-Event survey. State trade lead totals were:

State	Leads	Firms	Ratio*
Florida	78	22	3.5
Georgia	40	10	4.0
Missouri	52	15	3.5
New Jersey	55	16	3.4
U.S. DOC Recruited	330	96	3.4
Total	555	159	3.5

*Ratio equals average leads per company
Attendance

17. Two hundred and six companies pre-registered for the event plus twenty-five companies registered on the spot and one hundred and eighty local companies, some with multiple attendees, meaning a total of 550 visitors, attended. Pre-screening and pre-registration ensured high-quality attendees for the American participants. The pre-registration process generated substantial background information. Walk-ins were small in number, but of excellent quality.

Visitor Reaction

18. Visitors and State representatives alike were impressed by the quality of the venue and set-up. The Commercial Section acknowledges the invaluable assistance of AIT/K Management Assistant Joe Chao in arranging the dcor and making provision for representatives to hang their state flags. Mr. Chao received many compliments on this score. Two copy machines were available free of charge to ensure every participant had company/product information.

19. Representatives from various trade associations were impressed by the quality of the exhibition. They appreciated the time and effort staff of CS Kaohsiung had put into organizing the event. From their personal experience, they empathized with AIT/K staff over the time and effort it took to deliver a perfect event.

Marketing

10. Promotion for the event was targeted and thus extremely effective. Using the CS Kaohsiung updated in-house previous attendee list, direct faxes were sent via Winfax for direct and cost effective promotion. CS Taipei's E-Export Center pitched in to send out additional faxes and e-mail notices. This year, CS Kaohsiung enlisted 4 cosponsors from trade organizations and paid for additional faxing lists to attract more participants. Cosponsors Taiwan External Trade Development Council (TAITRA), Kaohsiung and Tainan Offices; the Kaohsiung City Importers and Exporters Association and the Tainan City Importers and Exporters Chamber of Commerce notified several thousand potential attendees through their extensive databases. CS Kaohsiung and the E-Export Center also worked up a number of free press articles and calendar event listings in newspapers and trade periodicals.

11. CS Kaohsiung sent additional marketing flyers to a list of more than 100 industrial and trade related associations. As noted, AIT/K takes great care in the pre-screening and registering of potential visitors to ensure that attendees were viable and commercial contacts. In light of the evaluations and comments by the participating state representatives and the number of trade leads generated, this focused approach is highly effective in building qualified leads for US companies.

Value-added Support from CS Kaohsiung and Taipei

12. A press release in English and Chinese was disseminated to local media outlets prior to the opening. On September 23, Lin Yun-chien, Deputy Mayor of Kaohsiung, Greg Loose, SCO of CS Taiwan, Robert Forden, Chief of the American Institute of Taiwan, Kaohsiung Branch and Wang Ming-Jer, Director of Taiwan External Trade Development Council delivered opening remarks and cut the ribbon to mark the formal opening of the exhibition. Before the opening, SCO Loose and Branch Chief Forden briefed delegates of the NPUSA2004 on the Taiwan market. Attendees were asked to drop their business cards in order to win door prizes. Business cards thus collected will be valuable tools for further contacts follow-up. In addition, staff of CS Kaohsiung designed and conducted an on-site survey to collect information on merchandise/products

specifically sought after by the visitors.

13. SCO Loose and PCO Harbaugh conducted a seminar introducing various commercial services to an audience more than fifty. Commercial Assistant Cally Tsao also walked the audience through the website-BuyUSA.Gov step by step so the audience would have a better idea of the DOC's Internet marketplace. In addition, Commercial Assistant Wendy Tien from CS Taipei gave a seminar on "How to Effectively Communicate with US Companies", which also drew a big crowd of attendees. Since tourism is one of the categories of the catalog show, CS Kaohsiung worked with SeeAmerica Committee of Travel Industry Association of America (TIA) in the USA and AmCham VisitUSA subcommittee in Taipei, via the coordination of CO Richard Craig and Trade Specialist Shirley Wang on US tourism promotion. Representatives from the U.S. states of Idaho, Louisiana and Montana gave presentations on the wide range of beautiful and historic sites in their respective states. In addition, attractive and informative posters, catalogs and brochures on tourism in a number of other U.S. states were displayed.

14. This wide range of highly informative seminars and other activities added value to the show for attendees and state representatives alike. As mentioned, one state representative wrote in the comment section of her survey, "Opening ceremony was very nice. Short seminars were also a good idea to attract a larger attendee group. Tourism presentations were also a nice addition and opportunity for states in the show as well as those not present." Bringing these seminars to the catalog show increased the level of excitement in the room and helped vary the pace of participant traffic to State and DOC booths.

15. Staff of AIT Kaohsiung's Public Affairs section assisted CS Kaohsiung in obtaining media coverage that greatly enhanced the visibility of both New Products USA and CS Kaohsiung. The show received coverage in six different newspapers, and garnered mention on local television news and radio as well.

Market Evaluation -----

16. Despite all the effort and value-added programs, CS Kaohsiung has noticed an obvious decrease in visitors and trade leads. As one state representative honestly stated in the comment section of his end-of show survey: "Show traffic was much less than expected. May be catalog show is no longer suitable for the sophisticated Taiwan market." On the other hand, CS Kaohsiung was pleased to find how many serious and high quality commercial contacts came to the show, with most expressing enthusiasm to learn more about American product lines. Our conclusion is that niche merchandise can still find a market in Taiwan. CS Taiwan will continue bridging all interested parties via different commercial programs and will continue to consider, utilize and support catalog shows if DOC continues to recruit delegates.

17. Visitors to the show expressed greatest interest in the categories of industrial and environmental equipment. However, some of them expressed disappointment in not seeing more catalogs on heavy machinery, raw industrial materials such as steel, wood and paper pulp and automatic packaging equipment. CS Kaohsiung will follow up with and assist these visitors in finding their needed products. In addition, CS Kaohsiung will forward relevant trade inquiries to responsible trade specialists and participating state offices.

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